

## **ERIC'S BEDWETTING CAMPAIGN SHORTLISTED FOR THIRD SECTOR AWARDS**

The Banish the Wee Horror campaign from children's charity ERIC (Education and Resources for Improving Childhood Continence) has been shortlisted at the national Third Sector Excellence Awards. The winners will be announced at an awards ceremony held at the Lancaster Hotel in London on 28<sup>th</sup> September 2011.

The Banish the Wee Horror campaign was launched last summer to raise awareness of ERIC. The campaign promotes the information and support easily available for over half a million children and young people who wet the bed.

ERIC Director, Jenny Perez, said; "The fact that ERIC is among the four shortlisted organisations in our category is a fantastic achievement in itself! Not to mention being on of the 24 shortlisted organisations from over 400 entries overall. We are delighted the Banish the Wee Horror campaign has been recognised at these prestigious awards.

"Bedwetting affects over 500,000 children and teenagers every night, but the scale of the problem remains hidden. Only one in three affected families comes forward for help. The Banish the Wee Horror campaign tells children and parents loud and clear that they are not alone. Things can be done to overcome or manage the problem and ERIC can help, with expertise and years of experience."

Now in its third year, ERIC's summer awareness raising campaign has received celebrity backing from Oscar-nominated actress Julie Walters, Oxo mum Lynda Bellingham, Children's TV star Floella Benjamin, Buffy and Little Britain star Anthony Head and TV medical experts Dr Chris Steele and Denise Robertson.

### Notes:

1. ERIC (Education and Resources for Improving Childhood Continence) is a national children's health charity dealing with bedwetting, daytime wetting, constipation and soiling in children and young people. ERIC provides information, support and resources to families and health professionals on bladder and bowel problems. You can find out more about what ERIC does at [www.eric.org.uk](http://www.eric.org.uk)

### Ways to contact ERIC:

- Telephone Helpline 0845 370 8008 (open from 10 am – 4 pm on week days)
- Website [www.eric.org.uk](http://www.eric.org.uk)
- Text 447 624 811 636

### **Ends**

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